

CLAIMS

What is claimed is:

1. A method comprising:
 - retrieving a profile of a user and content information associated with a selected content file in response to a selection input command from said user, said selection input command selecting said selected content file for presentation to said user;
 - selecting a play sequence of said selected content file based on said profile and said content information; and
 - presenting said play sequence to said user.
2. The method according to claim 1, further comprising:
 - receiving an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file;
 - selecting a modified play sequence of said selected content file based on said explicit input command; and
 - presenting said modified play sequence to said user.
3. The method according to claim 1, further comprising:
 - retrieving said profile of said user and a plurality of content files including said selected content file;
 - selecting at least one content file of said plurality of content files based on said profile of said user; and
 - presenting a list containing said at least one content file to said user.
4. The method according to claim 1, wherein said selected content file further comprises audio/video data.

5. The method according to claim 1, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.
6. The method according to claim 1, wherein said selected content file further comprises a plurality of content segments, each content segment of said plurality of content segments having associated segment information within said content information.
7. The method according to claim 6, wherein said selecting further comprises:
 - processing said segment information of said each content segment and said profile of said user to match said segment information with said profile; and
 - selecting a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.
8. The method according to claim 2, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises said predetermined number of content segments in a modified order requested by said explicit input command.
9. The method according to claim 1, further comprising:
 - selecting advertising material based on said profile of said user; and
 - presenting said advertising material to said user together with said play sequence of said selected content file.
10. The method according to claim 2, wherein said explicit input command further requests presentation of at least one advertisement to said user.

11. The method according to claim 10, further comprising:
selecting said at least one advertisement based on said explicit input command; and
presenting said at least one advertisement to said user.
12. An apparatus comprising:
a control module to retrieve a profile of a user and content information associated with a selected content file in response to a selection input command from said user, said selection input command selecting said selected content file for transmission to said user, and to select a play sequence of said selected content file based on said profile and said content information; and
a presentation module to present said play sequence to said user.
13. The apparatus according to claim 12, further comprising a storage module to store said profile of said user and a plurality of content files including said selected content file.
14. The apparatus according to claim 12, wherein said control module further receives an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file, and further selects a modified play sequence of said selected content file based on said explicit input command.
15. The apparatus according to claim 14, wherein said presentation module further presents said modified play sequence to said user.
16. The apparatus according to claim 13, wherein said control module further retrieves said profile of said user and said plurality of content files from said

storage module and selects at least one content file of said plurality of content files based on said profile of said user.

17. The apparatus according to claim 16, wherein said presentation module further presents a list containing said at least one content file to said user.

18. The apparatus according to claim 12, wherein said selected content file further comprises audio/video data.

19. The apparatus according to claim 12, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.

20. The apparatus according to claim 12, wherein said selected content file further comprises a plurality of content segments, each content segment of said plurality of content segments having associated segment information within said content information.

21. The apparatus according to claim 20, wherein said control module further processes said segment information of said each content segment and said profile of said user to match said segment information with said profile, and selects a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.

22. The apparatus according to claim 14, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises said predetermined number of content segments in a modified order requested by said explicit input command.

23. The apparatus according to claim 12, wherein said control module further selects advertising material based on said profile of said user and said presentation module further presents said advertising material to said user together with said play sequence of said selected content file.

24. The apparatus according to claim 13, wherein said profile of said user is stored in a profile storage area of said storage module.

25. The apparatus according to claim 13, wherein said plurality of content files is stored in a content storage area of said storage module.

26. The apparatus according to claim 14, wherein said explicit input command further requests presentation of at least one advertisement to said user.

27. The apparatus according to claim 26, wherein said control module further selects said at least one advertisement based on said explicit input command and said presentation module further presents said at least one advertisement to said user.

28. A computer readable medium containing executable instructions which, when executed in a processing system, cause the system to perform a method comprising:

retrieving a profile of a user and content information associated with a selected content file in response to a selection input command from said user, said selection input command selecting said selected content file for presentation to said user;

selecting a play sequence of said selected content file based on said profile and said content information; and

presenting said play sequence to said user.

29. The computer readable medium according to claim 28, wherein the method further comprises:

receiving an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file;
selecting a modified play sequence of said selected content file based on said explicit input command; and
presenting said modified play sequence to said user.

30. The computer readable medium according to claim 28, wherein the method further comprises:

retrieving said profile of said user and a plurality of content files including said selected content file;
selecting at least one content file of said plurality of content files based on said profile of said user; and
presenting a list containing said at least one content file to said user.

31. The computer readable medium according to claim 28, wherein said selected content file further comprises audio/video data.

32. The computer readable medium according to claim 28, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.

33. The computer readable medium according to claim 28, wherein said selected content file further comprises a plurality of content segments, each content segment of said plurality of content segments having associated segment information within said content information.

34. The computer readable medium according to claim 33, wherein said selecting further comprises:

- processing said segment information of said each content segment and said profile of said user to match said segment information with said profile; and
- selecting a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.

35. The computer readable medium according to claim 29, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises said predetermined number of content segments in a modified order requested by said explicit input command.

36. The computer readable medium according to claim 28, wherein the method further comprises:

- selecting advertising material based on said profile of said user; and
- presenting said advertising material to said user together with said play sequence of said selected content file.

37. The computer readable medium according to claim 29, wherein said explicit input command further requests presentation of at least one advertisement to said user.

38. The computer readable medium according to claim 37, wherein the method further comprises:

- selecting said at least one advertisement based on said explicit input command; and
- presenting said at least one advertisement to said user.